

INTISARI

Didalam bisnis jasa, hal yang paling penting dilakukan manajemen adalah menjaga kepercayaan dan kualitas layanan agar nasabah puas dengan apa yang diberikan perusahaan. Perusahaan yang mampu menjaga kepercayaan dan kualitas layanan yang baik merupakan kekuatan bersaing menghadapi. Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan dan kualitas layanan terhadap kepuasan nasabah PT. Axa Financial Indonesia. Populasi yang digunakan dalam penelitian ini adalah nasabah asuransi PT. Axa Financial Indonesia yang berjumlah 100 orang. Teknik pengambilan sampel menggunakan metode *non probability sampling* yaitu teknik pengambilan sampel yang tidak memberi peluang atau kesempatan sama bagi setiap unsur anggota populasi untuk dipilih menjadi sampel, menggunakan rumus Slovin dan sampel yang digunakan sebanyak 80 nasabah. Teknik pengumpulan data menggunakan kuesioner setelah dilakukan uji validitas dan reliabilitas. Teknik analisis data menggunakan regresi linier berganda. Hasil penelitian ini menunjukkan bahwa; (1) kepercayaan dan kualitas layanan secara bersama-sama berpengaruh terhadap kepuasan nasabah, (2) kepercayaan berpengaruh signifikan terhadap kepuasan nasabah (3) kualitas layanan berpengaruh signifikan terhadap kepuasan nasabah

Kata kunci : kepercayaan, kualitas layanan, kepuasan nasabah.

ABSTRACT

The most important thing in the service business which should be carried out by the management is to maintain trust and service quality in order to make the customer satisfied to what has been provided by the company. A company which can keep trust and good service quality is the strength in order to compete with competitors. This research is meant to find out the influence of trust and service quality to the customer satisfaction of PT. Axa Financial Indonesia. The population is 100 insurance customers of PT. Axa Financial Indonesia. The sample collection technique has been done by using non probability sampling method. It is a sample collection method which does not give any opportunity to every elements of the member of the population which has been selected as sample. 80 customers have been selected as samples by using the Slovin formula. The data collection technique has been done by issuing questionnaires after the validity test and reliability test has been conducted. The data analysis technique is carried out by using the multiple linear regressions. The results of research show that: (1) trust has significant influence to the customer satisfaction; (2) service quality has significant influence to the customer satisfaction.

Keywords : trust, service quality, customer satisfaction